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ABSTRACT

This manual introduces students to the rules, regulations, policies, and general operational procedures of a secondary distributive education student-run school store laboratory (the Rainbow Shoppe). It details, from a student standpoint, the benefits of the training program and the roles and responsibilities of each student in the operation of the lab. An introductory section presents the history of the store and an illustration of the store layout. The second section discusses facts about the store; its organization, personnel, the advisory committee, sales departments, and sales supporting services. Employee benefit programs, such as employee discount, charge account, high school course credit, and counseling services are explained in a third section. Rules, regulations, policies, and procedures are listed in section 4. Final sections include job duties of employees and the ten commandments of the Rainbow Shoppe. (CT)

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ED173594

OPERATIONS AND TRAINING MANUAL

for

The R A I N B O W S H O P P E

a

DISTRIBUTION EDUCATION TRAINING LAB

in connection with the

DISTRIBUTIVE EDUCATION PROGRAM

at

Waterford Mott High School

1151 Scott Lake Road

Pontiac, Michigan 48054

CE 022 035

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

PREFACE

This manual has been prepared by the authors to introduce students to the rules, regulations, policies and general operational procedures of a secondary distributive education student-run school store laboratory. The manual details from a student standpoint, the benefits of the training program and the roles and responsibilities of each student in the operation of the school store laboratory.

The manual, although written for a specific school store laboratory situation in Michigan, has been intended to serve as an aid to other distributive educators using this technique of instruction. The authors feel that the organization of the material can assist instructors in formulating operation and training manuals appropriate to their individual setting.

ACKNOWLEDGEMENTS

This manual was prepared by using the following sources:

Welcome to the Bookstore -- Robert C. Beguelin, Jr.
Warren Woods High School (Rev. 8-71)

Welcome Aboard! -- Richardoson's Farm Dairy

Getting Acquainted with Sears (F 1120 H Rev 2/70)

You and the S S. Kresge Company (Rev 10/66)

Meet Consumers Power Company

Cashier Training Manual -- Borman Foods

Unit Manager On-the-Job Training Program -- Shoe Corporation
of America

INTRODUCTION

To our new employee:

Welcome to The RAINBOW SHOPPE

As a newcomer to Distributive Education and The RAINBOW SHOPPE, we would like to congratulate you on your excellent decision to become a member of our organization and training program.

Your being here tells us that you have decided to learn something about retailing and marketing (we call it Distribution, or D. E. for short . . . . . hence the name of the course). This course is designed to prepare you for Senior Co-op and a career in marketing and distribution. It is a two hour class with one hour spent in the classroom and one hour spent in an on-the-job laboratory. What on-the-job laboratory? Why, The RAINBOW SHOPPE, of course!

You'll put retailing theory learned in the classroom to use by operating a real business, with real merchandise and real money. You will learn by doing. You will be a member of a retail business, The RAINBOW SHOPPE, and perform a variety of duties necessary for successful store operation. Making advertising layouts, building merchandise displays, operating a cash register, ordering, stocking and pricing merchandise, or even managing a selling department, are examples of what you'll be doing. But it won't be all fun and games; there will be a considerable amount of work ahead of you. Are you still interested? Well, if you are, read on, please.

II

To make your learning easier and more pleasant, we have prepared this manual to acquaint you with our program, plans, policies and procedures. For in any business organization, there must be policies and rules to follow, if it is to perform efficiently and profitably.

Read this manual from start to finish. Not all your questions can be answered here. However, if you do have questions, don't be afraid to ask. Ask your store supervisors; they will be glad you did.

Once again, by your own decision, you are now an employee of The RAINBOW SHOPPE. We hope it will be a rewarding and enjoyable experience for you.

Carl A. Woloszyk

John S. Shupe

Distributive Education
teacher-coordinators &
store supervisors

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THE RAINBOW SHOPPE -- YOUR STORE

STORY HISTORY

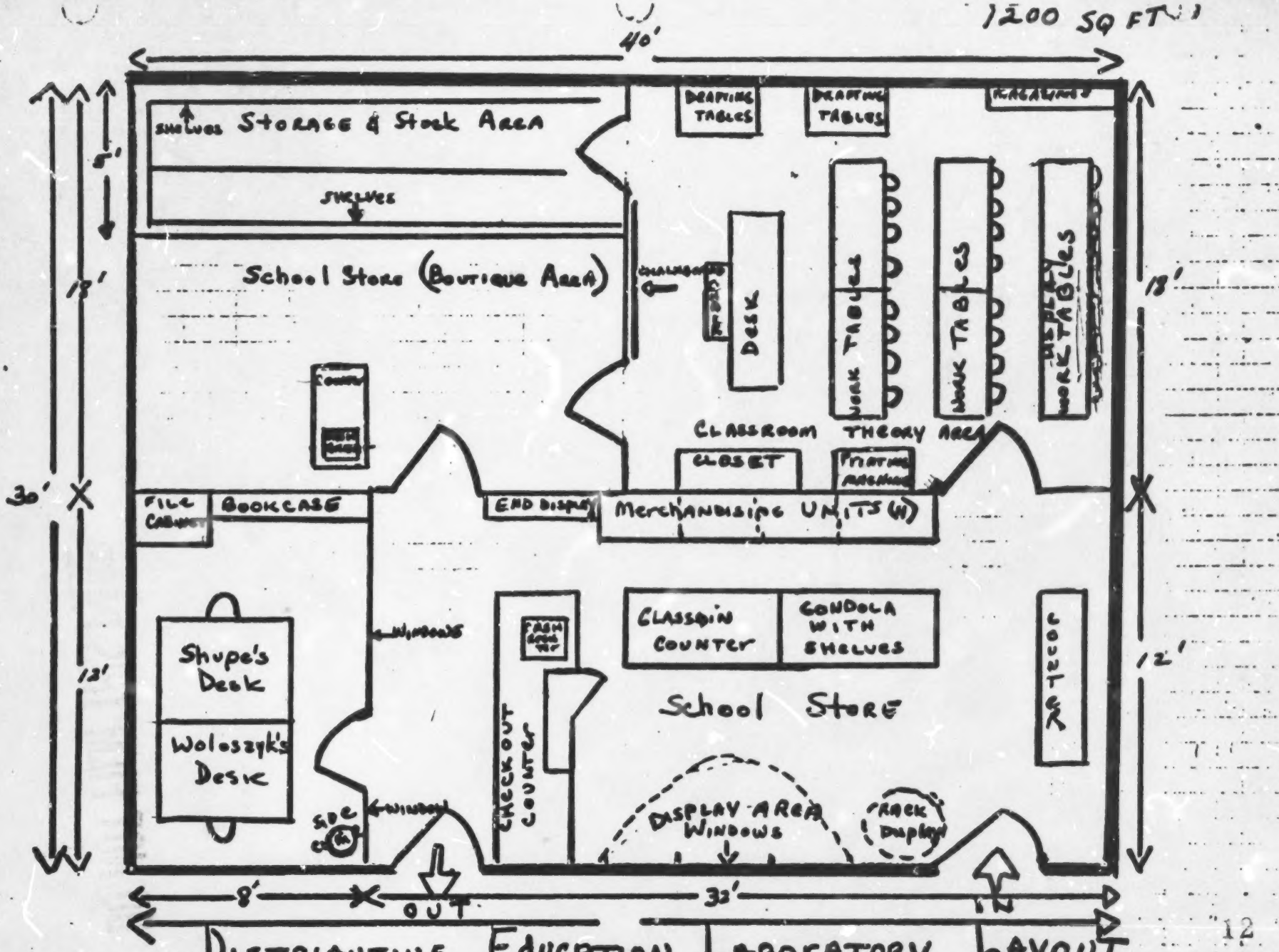
Since the opening of Waterford Mott High School in September 1969, there was a need in the Distributive Education Program to provide additional training for each student wanting a job and/or career in retailing or marketing.

Two years ago an idea was cultivated by the D. E. teacher at Mott, the Supervisor of Occupational Education, and the Principal of Mott High School. This idea was to create a laboratory for students to receive the training and develop the skills needed for entry-level retailing jobs.

The concept of a school emerged whereby a student who enrolled in the Distributive Education Occupational Training Lab would be put into practice the retailing concepts learned in the classroom. By working in the school store each student will learn and develop skills in buying, selling, pricing, stocking, cashiering and other saleable skills needed for successful retailing employment.

Through the persistance of the people mentioned above, the hiring of a second D. E. teacher-coordinator and the interest of the staff and students, the "dream" became a reality. On April 17, 1972 the school store was opened for business.

"The RAINBOW SHOPPE" has five rooms and 1200 square feet of space. Two of the rooms are used as selling areas. One room is used for classroom theory. In addition, the store has a stockroom and a D. E. office overlooking the sales floor. A detail sketch of the store layout follows.



DISTRIBUTIVE EDUCATION LABORATORY LAYOUT
MOTT HIGH SCHOOL

FACTS ABOUT YOUR STORE

Now that you are working for The RAINBOW SHOPPE, you will want to know about the store's organization and the people you'll be working with and their jobs.

STORE ORGANIZATION

The overall guidance and direction for your store resides with a boards of directors, headed by the school principal, who determines store policy and general objectives in conjunction with the rules and regulations of the Waterford School District.

The Distributive Education teacher-coordinators serve as store supervisors and direct daily operations and determine policies and procedures for you, the employee.

Any questions you might have concerning store policy or procedure should be addressed to one of the following board members:

1) Chairman of the Board of Directors: Dr. William Aebersold
   High School Principal

2) Store Supervisors: Mr. John Shupe
   Mr. Carl Woloszyk
   D. E. teacher-coordinators

3) 1 Faculty Advisor

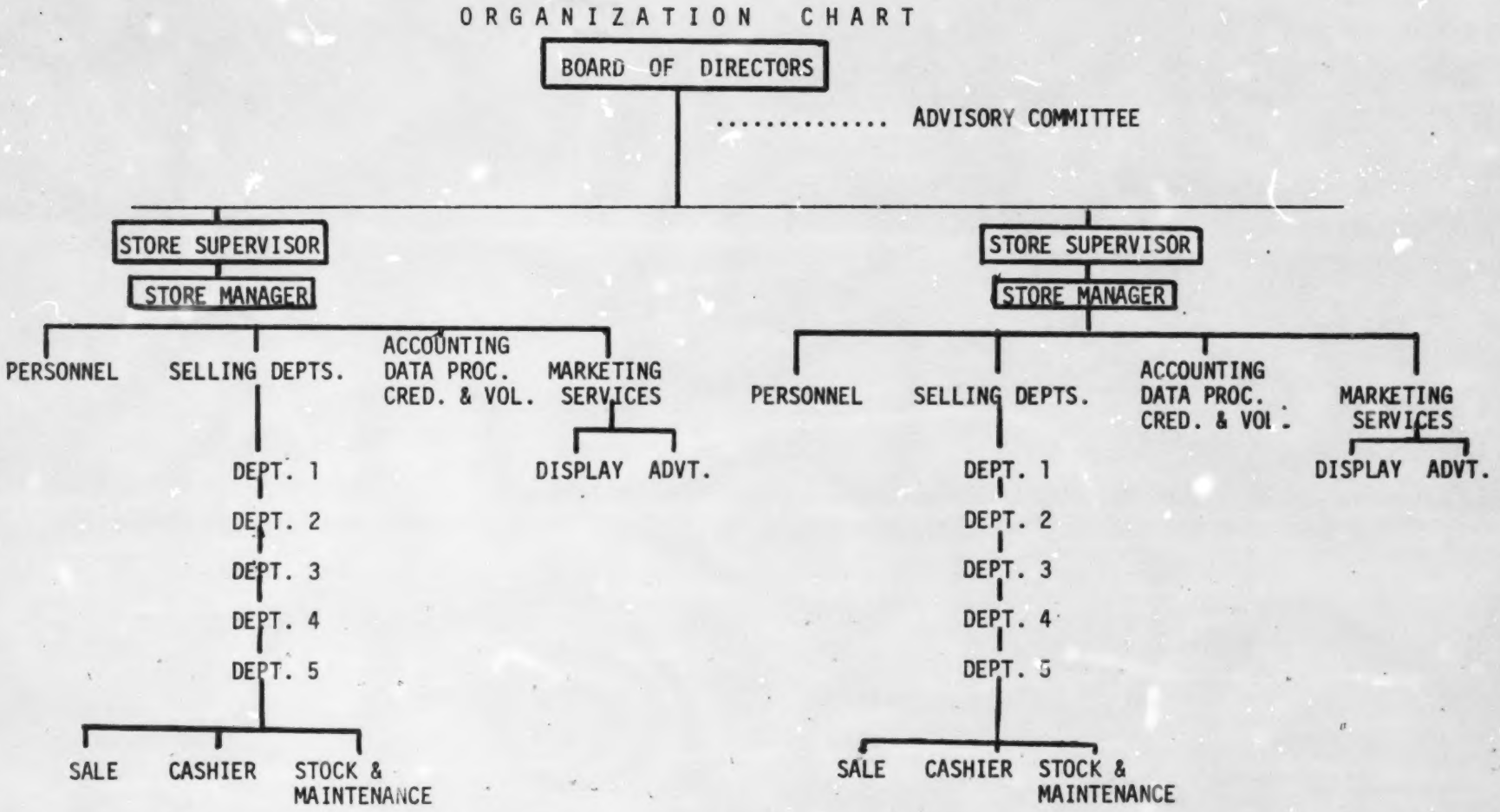
4) Student representatives (selected from student council and the D. E. classes)

STORE PERSONNEL

The remainder of the organization consists of Distributive Education students. Each shift that the store is opened has a store manager and five department managers responsible for shift operations. Store managers are appointed periodically, as positions become available.

All other employees will rotate through various positions as they advance in their training. By this rotation method, you will be involved in all phases of the store operations.

Refer to the organization chart on the next page to find the various departments.


ORGANIZATION CHART
BOARD OF DIRECTORS
ADVISORY COMMITTEE
STORE SUPERVISOR
STORE MANAGER
PERSONNEL
SELLING DEPTS.
ACCOUNTING DATA PROC. CRED. & VOL.
MARKETING SERVICES
DISPLAY
ADVT.
DEPT. 1
DEPT. 2
DEPT. 3
DEPT. 4
DEPT. 5
SALE
CASHIER
STOCK & MAINTENANCE
STORE SUPERVISOR
STORE MANAGER
PERSONNEL
SELLING DEPTS.
ACCOUNTING DATA PROC. CRED. & VOL.
MARKETING SERVICES
DISPLAY
ADVT.
DEPT. 1
DEPT. 2
DEPT. 3
DEPT. 4
DEPT. 5
SALE
CASHIER
STOCK & MAINTENANCE

ADVISORY COMMITTEE

The Board of Directors will appoint five members from our local business community to advise, assist and develop a realistic training program for all employees.

SALES DEPARTMENTS

Our business at The RAINBOW SHOPPE is selling merchandise. All of our activities in our store revolve around providing excellent service and reasonably priced merchandise for our customers. Some employees deal directly with customers on the sales floor, while others are involved in sales supporting services and administration.

We have five major merchandising departments in The RAINBOW SHOPPE. They are identified by Roman numerals. A complete listing of all items carried in the departments will be given to you as you progress in your training. Employees will be decision-makers as to what merchandise we will carry. The following are our departments and a partial listing of the merchandise carried by them.

Department I -- Stationery and School Supplies

pens, pencils & general supplies
paper, notebooks & related
art supplies
miscellaneous supplies

Department II -- Jewelry, Wearing Apparel & Accessories

belts
purses
gym clothing
body suits

Department III -- Entertainment & Novelties

candles
posters
records
buttons

Department IV -- Automotive & Related

catalog sales
car wax
chrome polish
tools

Department V -- Sundry Items

beauty - health aids
batteries
cough drops
breath mints

It is important that each employee memorize the department headings and numbers. By knowing your merchandise and department numbers, you will avoid errors in cashiering, pricing, etc. If you don't know what merchandise goes in what department, don't be afraid to ask your Supervisors.

DEPARTMENT MANAGERS

Each sales department has a department manager, who has the responsibility to effectively manage his merchandise lines.

Department managers are expected to make decisions, as to what items to carry and what prices to charge.

They are also responsible for writing and routing purchase orders, keeping stock at optimal levels and for supervising departmental inventories.

Department managers have the responsibility of working closely with Advertising and Display to find ways to best promote merchandise lines.

SALES PERSONNEL

A customer's idea of a store's service is the result of the various contacts he has with its salespeople. Therefore, a proper attitude from our sales personnel will help to insure our success as a business.

Most of the selling that is done in our store is actually order-taking rather than "real selling." When a customer knows what he wants to purchase, the salesperson's job then is merely to locate the merchandise and write the sales check.

Many times, however, a person comes into the store to "shop around." Here is where the salesperson becomes more than a sales clerk. It is through the salesman's approach and knowledge of the merchandise, that a truly effective sales presentation can be made. In many cases, the salesman will have to match the customer's needs and wants to the merchandise we carry in the store.

In addition to the selling duties, sales personnel are expected to keep their stock clean and well-arranged. They will also do a certain amount of stocking, ordering and advising their department manager on what items to carry.

An alert sales staff can do much to improve the efficiency of The RAINBOW SHOPPE. Pay attention, salespeople! Know your merchandise, your customers and their needs and you will be on your way to becoming a super salesman.

SALES SUPPORTING SERVICES

Behind successful selling departments are employees who are not directly involved with customers on the sales floor. These employees belong to departments known as the Sales Supporting Services. The following section gives you a short description of these departments and summarizes their activities.

ADVERTISING AND SALES PROMOTION works closely with the selling departments in preparing ad layouts, radio spots and sales campaigns designed to bring customers into our store.

DISPLAY is also interested in bringing customers into our store. By working with the Advertising and Selling Departments, they create attractive interior and window displays with carefully printed signs, which promote our merchandise offerings.

CREDIT AND COLLECTIONS approves applications for credit, bills and collects credit accounts.

ACCOUNTING AND DATA PROCESSING keeps records on all the financial expenses and receipts of the business in addition to producing weekly sales records and monthly income statements.

PERSONNEL interprets store policy for all employees, keeps employee records and schedules work assignments.

CASHIERING takes care of all received and is responsible for counting and recording daily sales department and customer counts.

STOCK AND RECEIVING accepts merchandise, keep accurate records of incoming goods and prices merchandise.

MAINTENANCE handles the repair and general upkeep of the store, fixtures, etc. This department is also responsible for sweeping and cleaning the selling floor and the hallway in front of the store.

SECRETARIAL handles all store correspondence, memos to employees and also collects all information such as newspaper clippings about The RAINBOW SHOPPE.

EMPLOYEE BENEFIT PROGRAMS

Soon after you become a member of The RAINBOW SHOPPE, you are entitled to certain benefits and privileges. These worthwhile benefits are reserved for Store Personnel Only. We urge our employees to take advantage of the benefits described below.

EMPLOYEE DISCOUNT

Every RAINBOW SHOPPE employee is entitled to a 10% discount on cash or credit purchases of regularly-priced merchandise, after he has worked 10 contact hours on the sales floor (as confirmed by his time card and approved by a store supervisor).

This 10% discount applies to purchases FOR YOUR OWN USE, and YOUR purchases of merchandise to be used by members of your immediate family with whom you live.

Other discounts on sale merchandise will be granted periodically at the discretion of the store supervisors.

THE DISCOUNT IS A PERSONAL PRIVILEGE AND UNDER NO CONDITIONS IS IT TO BE TRANSFERRED TO OTHER PERSONS, WHETHER THEY ARE RELATIVES, FRIENDS, CLASSMATES, ETC., NOT REGULARLY EMPLOYED BY THE RAINBOW SHOPPE.

Discounts are not to be granted without proper identification. Some acceptable forms for the store employee would be the following:

1) Employee I. D. card
2) Employee time card
3) Employee charge account card

All sales involving discounts to employees are to be written with a regular sales slip as in the example given below:

Date Sept. 10 19

M. EMPLOYEE

No.

Dept. No. 2 Clerk — Account Forwarded

1	Body Shirt	5	99
2	less 10% employee discount		60
3		5	39
4	4% sales tax		22
5	Total	5	61
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

EMPLOYEE CHARGE ACCOUNT

All employees are immediately entitled to apply for a RAINBOW SHOPPE Employee Charge Account. Under this plan, once an employee's application has been approved, he is entitled to charge purchases as long as his charge balance does not exceed his credit limit, usually $10.00.

All credit balances MUST BE PAID at the end of the semester or the charge privilege will be revoked. UNPAID BALANCES will be DEDUCTED from book deposit money.

Unlike a regular revolving charge account for customers, employees will not be charged the usual 25¢ opening fee or any service charges.

HIGH SCHOOL COURSE CREDIT

Since employees are enrolled in a two hour class, they will receive 2 full credits toward graduation, if they successfully complete the year by taking D. E. I and D. E. II.

If enrolled in Co-op, additional credit (1/2 credit per semester) can be earned.

COUNSELING SERVICE

Your Store Supervisors have a real interest in you. You are invited to consult with them on any problem, either personal or pertaining to your job. Anything that affects you personally is the concern of your Supervisors: your employment, your training, your health, your happiness and your problems.

One of the Store Supervisors is always available and will be glad to talk with you. You may talk freely and feel assured that confidence will be respected. If you have a problem, don't be afraid to talk it over with people who care about you.

SUGGESTION PROGRAM

Sometimes a new employee sees things differently than the old-timers (your Store Supervisors). Aside from telling you how things are done in our organization, we also want to be good listeners -- to hear YOUR OPINIONS AND SUGGESTIONS.

You will have the opportunity to express yourself through suggestions to improve the way we do things. All employees are eligible to win cash awards for suggestions that are used and accepted by The RAINBOW SHOPPE.

So get involved! Suggest ways to improve profits, service, merchandise and ways to reduce expenses. You benefit by earning some extra cash and by earning recognition. If you have any further questions concerning the Suggestion Program, contact your Supervisor.

RULES, REGULATIONS, POLICIES AND PROCEDURES

As must be the case in every well-organized business, we have prepared a few ground rules that must be observed to keep us working in the same direction. Rules are necessary to assist us in providing the best possible service to our customers in the most efficient, orderly and profitable way.

In most cases, your own judgement will help you do the right thing at the right time. But please read the next several pages carefully and understand them thoroughly for it is the small things that are done day in and day out that insure our success.

STORE HOURS AND EMPLOYEE WORK SCHEDULES

The RAINBOW SHOPPE is open during the regular school year, Monday through Friday at times chosen for the convenience of the student body and the staff. Store hours are as follows:

7:45 a.m. -- 8:30 a.m.

12:00 p.m. -- 1:15 p.m.

Actual work assignments are at the discretion of the Store Supervisor and are posted by the Personnel Manager above the time clock. Every employee is expected to know his or her next day's work schedule.

Work assignments will rotate to give every employee the broadest opportunity for training experiences.

Occasionally store hours are arranged to allow clubs or special groups to purchase, as a group, any required merchandise.

N O T I C E :

UNDER NO CIRCUMSTANCE IS ANYONE ALLOWED IN THE STORE AT ANY OTHER TIME THAN THE REGULARLY SCHEDULED STORE HOURS EXCEPT WHEN AUTHORIZED BY A STORE SUPERVISOR. ANY EMPLOYEE FOUND IN THE STORE WITHOUT PERMISSION IS SUBJECT TO IMMEDIATE DISMISSAL FROM THE PROGRAM.

TIME CARDS AND TIME CLOCK

A record of your working hours is pretty important to you if you wish to receive credit for the course and wish to earn enough contact hours to entitle you to your employee discount.

The record of your hours is kept on a time card that you punch "in" and "out" when beginning and ending work on the sales floor. Time clock usually print navy time. For example:

8:00 a.m. prints as 0800; 12:00 p.m. as 1200, etc.

The time clock is located in the classroom area of The RAINBOW SHOPPE. Your Personnel Manager or Store Supervisor will explain the mechanics of this form of record keeping before you begin work.

These rules must be carefully observed by all Store employees:

1) The time card should be rung just as you enter the Store to begin work and as you leave the Store at the end of your shift.
2) Under no circumstances do you at any time punch another employee's time card. There are no exceptions to this rule.
3) If you make an error in punching your time card or forget to punch in, call it to the attention of the Store Manager or

Store Supervisor at once. If there is an error in recording your contact time, it affects you, so be careful!

4) An employee must be in the store and working if he has punched in.

LUNCH AND CLASS PERIOD BREAKS

Since employees have a 2-hour class, they are entitled to the normal break between class periods. Employees are allowed to leave the store area, but are expected to return promptly at the start of the second class hour. Under NO circumstances are employees to congregate in the store area with friends who are not employees of The RAINBOW SHOPPE during their breaks.

Those employees who are scheduled to work the lunch period will be assigned their lunch break at the discretion of the Store Supervisor. Employees must punch in and out for lunch.

No employee will be allowed to eat his lunch or chew gum on the sales floor of The RAINBOW SHOPPE. These rules will be enforced.

MISSING CLASS OR LEAVING THE BUILDING FOR STORE BUSINESS

Occassionally, as with other club or class activities, it is necessary for The RAINBOW SHOPPE to send part or all of its employees outside the school building on Store related business. Sometimes circumstances may arise making it necessary to keep the employees in the Store thereby causing them to miss a class.

It is Administration and Store Policy that IN NO CASE will a student miss a class because of Store business without prior written approval from the instructor of that class.

Therefore, if an employee uses the Store as an excuse without prior written approval, he is subject to an unexcused absence from that instructor. To save yourself a lot of problems, if you know that you will be needed in the store, plan ahead and obtain permission.

If you are leaving the school building only on the approval of the Store Supervisor, sign out at the school office and get a passport. This practice is common to business and it's not just another school rule. We want to be able to locate you if the need arises.

EMPLOYEE PACKAGE AND BOOK CHECK

If you are to work in the Store, all of your packages, purses, books, etc. must be checked at the large cabinet in the back of the classroom area of the store.

Employees are requested not to keep books and purses with them on the selling floor.

If you have large sums of money or valuables, we advise you to check them with your Supervisor or Store Manager. While every reasonable measure will be taken to safeguard your possessions, The RAINBOW SHOPPE cannot be responsible for lost or stolen articles.

So remember to take your books, purses, etc. with you when you leave the Store.

EMPLOYEE PURCHASES

Employees who purchase merchandise from the Store and intend to leave it somewhere and pick it up later are requested to put the merchandise in the employee check cabinet.

The bag containing the merchandise must have the sales receipt stapled to it with the word "EMPLOYEE" written across the top in ink or magic marker.

CASHING AND HANDLING OF CHECKS

All checks must be O.K.'d by the Store Supervisor or the Store Manager.

When a check is presented to you, ring the Store Supervisor or Manager. While waiting, check to see if the following information is on the check:

1) No personal checks are to be accepted.

2) All checks must be written in ink to the "Waterford Mott RAINBOW SHOPPE."

3) All checks must have current date; (no post-dated checks will be accepted).

4) Write down driver's license, if applicable, and telephone number on back of check.

5) Make sure check is complete; (date, store name, amount, and signature).

REFUND POLICY

Our policy at The RAINBOW SHOPPE is one of "Satisfaction Guaranteed" on all of our regular-priced merchandise purchases.

If a regularly-priced merchandise item it defective and the customer wants an even exchange, refund, or refund with additional purchase, the sales-person should contact the Store Manager or Supervisor for instructions.

All merchandise returned or exchanged should have an accompanying sales check receipt. No refund will be given after 5 days from purchase date.

Sales of clearance or final sales merchandise are final and no cash refund is allowed.

OVERRINGS AND VOIDS

If a cashier has an overring or void, she must contact the Store Manager or Store Supervisor immediately. The then "O.K.'d" overring or void must be placed in a cash register under the cash drawer.

Voids and overrings are costly in wasted time and effort, so when cashiering, be careful.

DRESS REGULATIONS

Since The RAINBOW SHOPPE is a place of business, employees are reminded to dress accordingly. Your appearance can attract or detract from our store's image to other students, faculty members and visitors. Extreme hair styles, makeup, inadequate or insufficient clothing are to be avoided by all employees whether male or female.

Cleanliness of person is your responsibility. Take pride in being a well-groomed person and employee. Since our business demands a lot of person to person contact, it would be appreciated if employees take a bath every once in a while, brush their teeth and use a good deodorant regularly. Body odor is especially offensive. If you take these precautions, you can be sure our customers will appreciate it.

Since we are on the subject, employees are reminded of their posture. Merchandise counters, shelves, check out counters, etc. are for holding merchandise, not you. Avoid looking bad, damaging merchandise or display units by draping yourselves over them.

UNIFORMS AND NAME TAGS

The RAINBOW SHOPPE is furnishing you with attractive uniforms which are required to be worn on the sales floor at all times.

The uniforms cost money, so you are reminded to take care of them so other employees can use them after you. The only articles allowed in the pockets are a pencil and the sales check book. Also, name tags will be worn while on the sales floor.

PERSONAL BUSINESS AND BEHAVIOR CODE

Here are a few general conduct rules actually practiced in business and expected of you while in The RAINBOW SHOPPE:

1) Food and/or beverages are not to be taken on the selling floor -- (by customers or employees).

2) Gum-chewing will not be allowed on selling floor. Aside from looking bad, it's offensive to some customers and could damage merchandise.

3) Conduct all personal business matters (not related to the store) outside the store. This includes visiting with friends while on the sales floor.

4) Employees are not allowed to use the office phone for personal matters. A pay phone is available in the lobby.

5) All information pertaining to sales figures, markups, costs, etc. are to be kept confidential.

6) Do not place any notice on store bulletin board without permission of Store Supervisor.

7) Avoid fooling around and try to keep a businesslike attitude when working in the store. Throwing things, scuffling, tripping, the playing of practical jokes, wandering the halls, or other horseplay is not allowed.

8) Unless you are working in the store, stay away from stockroom area.

9) Do not write letters or read books and magazines while working in the store. Keep busy. Customers will avoid a sleepy looking store.

10) Be considerate of others. Practice the "Golden Rule" and your job and the jobs of others will be more enjoyable.

TELEPHONE PROCEDURE

The Store number is 674-4134 Ext. 51.

Many times the phone will ring while the Store Supervisor is not in his office. As an employee, you must regard every caller as important. Here are some tips to follow if you answer the phone.

1) Try to answer on the first ring.

2) Answer by giving the store name, such as, "The RAINBOW SHOPPE, student speaking."

3) If you have to find the Supervisor, be sure to say, "Excuse me, please, I'll locate him." Go over and get him, -- don't shout across the floor.

4) If you can't find the Supervisor, be sure to say, "Mr. _____ is not here, may I take a message?"

Your performance on the telephone tells a lot about our business. Don't give us a bad reputation, learn to use the phone properly.

ACCIDENTS

Working safely is as much a part of your job as doing your work. Here are a few basic safety suggestions which, if followed, will help to eliminate accidents.

1) Lifting -- Lift heavy objects by bending at the knees and then straightening your legs. Ask for help when you need it.

2) Fooling -- The greatest single cause of employee injuries are through horseplay.

3) Cleanliness -- Make sure objects (such as glass dividers, razor blades, etc.) are not left on merchandise counters. Also stock should be kept off the floor as much as possible to avoid customers falling over the merchandise.

However, even with precaution used, accidents still occur. If there is an injury contact the store manager or Supervisor immediately.

COMPLAINTS

If a customer complains or is greatly dissatisfied, don't argue with him.

Remember, the customer is always right. Avoid arguments, be a good listener, be considerate and ring for Store Manager or Supervisor immediately with, "One moment, please; I'm sure Mr. _____ can help you."

Complaints are normal to any business, but an employee's good manners and common sense can keep them to a minimum.

BULLETIN BOARD

Co-op, career and school information will be posted on the store bulletin board located near the entrance of The RAINBOW SHOPPE.

Be sure to keep yourself informed by reading the announcements periodically. Secure permission from your Store Supervisor if you have information that you would like to have posted.

LOST AND FOUND

Any lost and found articles including money should be reported to the Store Manager or Supervisor and turned into the D. E. office.

SHOPLIFTING

All employees must be alert to shoplifters. Shoplifting causes store losses and increases the prices of our merchandise lines. You, therefore, pay higher prices for the dishonesty of others.

If you suspect someone of shoplifting, keep him in sight if possible, and contact your Store Supervisor at once. The Supervisor will contact the school administration and the local police.

In the State of Michigan, shoplifting is a felony no matter what dollar of the item stolen. A 19¢ Bic pen or $10.00 jacket makes no difference; it's still a felony. What are the consequences of a felony?

1) punishment . . . . that is given out by the court
2) If convicted of a felony, you will not be able to practice law, medicine or other professions.
3) Many businesses will not bond persons who have felony records.
4) The armed forces as a rule, will not give a person a commission, if he has been convicted of a crime.

In addition, any student caught stealing school property is subject to an 11 - 20 day suspension from school plus any legal action that the store and school might take against the individual.

Without question, the same goes for employees who steal. Pilferage is probably the worse of two evils in that it is a trusted member who is hurting the Store and its staff. In any event, shoplifting or pilferage, stealing will result in the severest punishment if detected.

Watch for shoplifters and let them know you're watching them. Shoplifting can be prevented if all employees are alert and watchful. Do your part to keep our customers <u>honest</u>!

DO NOT FILM THIS PAGE

ABSENCE AND TARDINESS

All retail work depends on teamwork and when you are careless about attendance, it creates all sorts of problems for the store and its employees. In other words, we are left shorthanded in some department and have to readjust our schedule. We can readjust schedules if we know of your absence in advance.

So if you know you are to be absent, let the Store Supervisors know as early as possible. If you are going to be unexpectedly late or absent, let us know by calling the D. E. office at 674-4134, Ext. 51.

Absences and tardiness seriously affect the efficiency of the whole store operation. We will adhere strictly to the school's established attendance policy and frequent absence and/or tardiness will be just cause for dismissal from the program.

GROUNDS FOR DISMISSAL FROM PROGRAM

Having read our rules and regulations this far, you can realize that the following actions will result in your being terminated from The RAINBOW SHOPPE and the Distributive Education Training Program. The following are grounds for dismissal:

1) Conduct which is considered disorderly and inappropriate in any manner or fashion with this organization.

2) Conclusive evidence indicating theft of store or employee property

3) Committing or attempting to commit damage to store equipment and/or merchandise including such things as cash registers, fixtures, etc.

4) Punching another employee's time card or tampering with the time clock.

5) Negligence in the performance of assigned or implied tasks.

6) Granting discounts to persons not authorized to receive such discounts.

7) Habitual absence or tardiness without good cause both in the store and the classroom.

WORKING CONDITIONS

We have given much attention to the development of these policies which we feel, if followed, will assure good working conditions for all of our employees.

But in addition to these rules and policies, one of the things that contributes greatly to the efficient operation should be a team spirit for all our personnel.

By using common sense, respecting the rights of others and doing your job honestly and to the best of your ability, The RAINBOW SHOPPE should be an enjoyable experience for all of us.

JOB DUTIES OF OUR EMPLOYEES

TRAINING POLICY

It is our belief that effective training results from learning by doing. The objective of this training is to develop proficient employees in the fields of marketing and distribution.

The job duty checklists that follow must be tailored to fit the needs of the individual employee. The order in which these duties are listed are not intended to be the order in which they are learned. The time spent on each duty will vary with each employee. Progress depends on the employee's determination to learn and to participate.

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

STORE MANAGER -- The Store Manager is responsible for the overall operation of the School Store during his assigned shift.

Store Manager Duties:

__ Understand fully all the store's policies and procedures

__ Organize work assignments

__ Responsible for refunds, exchanges, voids and overrings

__ Must O. K. checks

__ Directly responsible to Store Supervisor and Board of Directors

__ Presents ideas and proposals to the Board of Directors

__ Assist store personnel during peak periods

__ Opens and closes store

__ Guards against shoplifters

__ Recommends ordering of new lines of merchandise

__ Works closely with all store personnel

__ Represents store at trade shows and exhibits

__ Forwards all essential forms to store supervisors

__ Coordinates marketing service department with other store personnel

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

DEPARTMENT MANAGERS -- Responsible to manage his department in an efficient and effective manner.

Department Manager Duties:

__ Manages Sales Personnel

__ Determine merchandise lines to be sold in department

__ Writes purchase orders for his department

__ Computes markup on merchandise

__ Directs the pricing of merchandise

__ Maintains proper stock levels

__ Coordinates with advertising and display personnel to effectively sell his merchandise

__ Determine sale items

__ Responsible for success or failure of department

__ Reports directly to store manager

__ Is scheduled for work on sales floor

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

SALES PERSONNEL -- employees who are involved directly with customers on the sales floor.

Selling Duties

__ learns proper customer approach
__ learns successful selling techniques
__ writes sales checks
__ handles credit purchases
__ working knowledge of sales items
__ answers telephone
__ uses want slips
__ knows security procedures
__ locates merchandise

Stock Duties

__ checks to see if all merchandise is marked
__ prices merchandise
__ levels stock
__ straightens and arranges shelf merchandise
__ working knowledge of merchandise in department
__ assists in building displays
__ takes department inventory

Housekeeping Duties

__ cleans and sweeps department area
__ dusts merchandise and equipment
__ cleans display cabinets and shelves

The RAINBOW SHOPPE On-the-Job Training Job Duty Checklist for:

MARKETING SERVICES -- This department works closely with the selling divisions in writing copy, making advertisements and preparing visual displays. The major task of Marketing Services is to sell merchandise and create a favorable store image.

Advertising Duties:

__ Prepares weekly advertisements

__ Writes copy, draws illustration, creates headlines for timely merchandise

__ Prepares radio spot announcements

__ Coordinates sales promotional campaigns

Display Duties:

__ Create window display by using display techniques

__ Build window and interior displays

__ Responsible all signs, banners, posters to be used in promoting school store

__ Clean and maintain printing machine

__ Clean, maintain and store display props and fixtures

__ File all printed display signs in storage cabinet

__ Prepare and coordinate seasonal promotional campaigns

__ Prepare weekly list of needed supplies and materials

__ Take weekly inventories of supplies and materials

__ Involved in promoting the image of The RAINBOW SHOPPE

__ Direction will be provided by the Store Supervisor

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

ACCOUNTING -- Handles all financial records of the business. In addition, this department is involved with Data processing operations and credit and collections.

Bookkeeping Duties:

__ Post daily sales, purchases and expenses

__ Records weekly and monthly totals

__ Figures and fills out monthly sales tax forms

__ Writes checks for purchases and expenses

__ Balances bank statements

__ Counts and separates currency and coins and puts in proper wrappers

__ Deposits daily cash receipts with store supervisor

__ Figures and distributes monthly income statements and balance sheet

__ Files daily audit tapes and sales checks

__ Files daily invoices

__ Prepares daily "Proof of Cash"

Data Processing Duties:

__ Responsible for input data for computerized store

Credit and Collection Duties:

__ Prepares and approved credit application
__ Sends monthly billings
__ Collects outstanding balances
__ Issues credit cards
__ Posts daily charge purchases to charge accou[illegible] customers
__ Maintains records of charge account customer[illegible]

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

PERSONNEL -- This department is involved in the selection and placing of new employees and the keeping of employment records and the scheduling of working hours. It is also his responsibility to collect job and career information and be responsible for school store attire.

Personnel Duties:

__ Builds weekly work schedule assignments

__ Maintains time cards

__ Totals weekly employee hours

__ Prepares, arranges and straightens Information bulletin boards

__ Corresponds with employers and colleges for career and job information

__ Keeps attendance records

__ Trains new employees on rules, procedure and policies

__ Collects daily job duty check list

__ Prepares all job duty forms for next day's operation

__ Takes inventory and order all operating store supplies.

__ Maintains uniforms and name tags

__ Cleans and irons uniforms

__ Cleans and maintains package and coat check

__ Welcomes and conducts tours for visitors

__ Collects and displays all articles about the D. E. program at Mott

__ Assists in preparing a periodic D. E. Co-op newsletter

__ Knows security procedure

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

CASHIERS -- Keeps track of and physically handles all cash received and disbursed in the store.

Cashiering Duties

__ operating cash register

__ Maintenance (cleaning, dusting) cash register and check-out counter

__ Changes detail tapes when necessary

__ Adjust activity counters and takes reading regular intervals

__ Sets date of register

__ Counts money at end of shift and closes out register

__ Has knowledge of overrings and void procedure

__ Knows refund policy

__ Demonstrates change making and check cashing techniques

__ Demonstrates proper customer approach and closing

__ Creates goodwill

__ Demonstrates suggestion selling

__ Know security procedure

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

BAGGERS AND WRAPPERS -- Assist checker - casher and handle customers at the check-out counter.

Bagger and Wrapper Duties

__ Bags merchandise -- use proper size bag and technique

__ Demonstrates gift wrapping skills

__ Takes under stock back to departments

__ Cleans up spills and damages to check-out counter

__ Straightens and arranges items under check-out counter

__ Empties waste basket and sweeps under check-out counter

__ Staples sales checks and receipts to bag

__ Guards against shoplifting

__ Creates customer goodwill

__ Demonstrates proper customer "close"

__ Assists cashier

The RAINBOW SHOPPE On-the-Job Training Program Job Duty Checklist for:

STOCK AND MAINTAINANCE -- Employees who are involved in the receiving, unloading and distribution of incoming merchandise to the sales floor in addition to general physical upkeep of the store.

Stock Duties

__ Receives and checks merchandise

__ Reports stock damage and uses proper forms

__ Moves stock to sales floor

__ Learns pricing and coding system

__ Stocks shelves and uses stock rotation

__ Takes stockroom inventories

__ Locates merchandise in storage area

Maintainance Duties

__ Sweeps and cleans classroom, store and stock areas

__ Cleans display windows

__ Sweeps hallway in from of store

__ Empties wastebaskets

__ Helps in arranging store fixtures

__ Changes light fixtures

__ Maintains and makes repairs to store equipment and fixtures

ROTATION SCHEDULE

To insure that all students receive training in the six departments of the School Store, there will be a rotation schedule devised by the Store manager, Personnel department and the Store supervisor. For the First Semester, each student will be rotated at approximately two-week intervals. In order to receive credit for the School Store, each student must work in every department. He will also be evaluated by the Store supervisor on a proficiency rating form in each of the six departments.

Listed below are the School Store departments:

1. Stock and Maintenance
2. Cashier (bagger and wrapper)
3. Sales
4. Personnel
5. Accounting
6. Marketing Services

CONCLUDING STATEMENTS

What can you expect from us?

1. Acceptance -- As a new employee you will be treated as an individual. You will find the Store Supervisor a true friend in every sense of the word.
2. Training and Progress -- will be adjusted and regulated to fit your individual capabilities and progress. But more than that, you will receive direct guidance and cooperation all through your training period.
3. Leadership -- in developing your career interest in marketing and distribution.

What can we expect from you?

1. Interest -- You must first all have an interest in retailing.
2. Cooperation -- Be able to get along with management and fellow employees and generate an attitude of teamwork.
3. Ambition -- This means you must be willing to work hard, be mentally prepared and eager to assume responsibility.
4. Attitude -- Develop a positive attitude toward the Store, Store management and each other.

We trust that the training you will be receiving will be worthwhile, enjoyable, and a stepping stone to future successful employment.

THE TEN COMMANDMENTS OF THE R A I N B O W S H O P P E

A CUSTOMER is the most important person in our store

A CUSTOMER is not dependent on us -- we are dependent on him.

A CUSTOMER is not an interruption of work -- he is the purpose of it.

A CUSTOMER does us a favor when he calls -- we are not doing him a favor by serving him.

A CUSTOMER is part of our business -- not an outsider.

A CUSTOMER is not a cold statistic -- he is a flesh and blood human being with feelings and emotions like our own.

A CUSTOMER is not someone to argue and match wits with.

A CUSTOMER is a person who brings us his wants -- it is our job to fill those wants.

A CUSTOMER is deserving of the most courteous and attentive treatment we can give him.

A CUSTOMER is the life-blood of this and every other business.